



DAVID/BREWSTER
CONFIDENTIAL

MEMORANDUM

TO: Bill Dunn
Katherine Borsechnik
Bob Smith
Chris Hill
Ron Dennis
CC: Ted Leonsis
Rob Wilen
David Cole
FROM: Audrey Weil
SUBJECT: Internet Sales to AOL Accounts
DATE: February 24, 1995

Thanks for finding your way to my new office on the 3rd floor of AOL East and helping puzzle this one out. Attached find the meeting summary and action items from our marathon discussion today about Internet/web site sales to AOL accounts.

This is a starting point--I've noted at least some of the accounts that we still need to cover. We can do another meeting with the rest of the GMs to finish this project.

The biggest leverage items that we identified is getting the pitch materials for web site sales into the hands of me and my team, so that we can do the introductory selling and pre-qualify the leads.

Bill, we look forward to working with you and David Cole and your teams--this will be fun!

General Action Items:

- The pitch about Internet/web site sales? Brewster has one
 - > Bill Dunn to give Brewster a heads up;
 - > Bob Smith to call Brewster and get slides; provide copies to AW/GMs; all to use them to give overview/generate leads and interest
- Billing/charging structures for web sites? Dunn says WAIS can do now
 - > Bill Dunn to get specifics from Brewster and provide to all
- Security plans for web by websoft/ISC/AOL?
 - > Bill Dunn to provide doc on this to all
- AOL's web site construction--a concrete example of success?
 - > Bill Dunn to provide detail/slides on CMP area, process for creation, and some measure of partner satisfaction/success
- RMP -> HTML and HTML -> RMP tools development status?
 - > Audrey to investigate with Kathy R and communicate
 - > NYTimes (or Scientific American) good beta partners. Bob Smith to involve them
- Database construction by third parties?
 - > Bob Smith to write up needs for Car & Driver and/or Home Plans and provide to Bill Dunn; can Brewster do it?
- Can we point back to AOL client pages from web pages?
 - > Audrey to follow up with Kathy R/Dev and communicate
- Polling specifications?
 - > Audrey to find or get created a one page on what is required; provide to Bill Dunn for review/third party development assessment
- Develop concept of ZiffNet and AOL doing a joint project for development of publishing tools for converting data between multiple online formats (AOL, Internet/HTML, Prodigy, CompuServe, Microsoft, ATT/Interchange)
 - > Audrey to write up idea and circulate
- Data aggregation business definition (pulling together data from IPs and aggregating into either AOL or HTML formats; like OnWord)
 - > Bob Smith to define this; include both text and pics biz consideration

0. no contact 703 883 1532 P.003/006
 1. general sales cycle
 2. closing
 3. photos

Major Accounts and Action Items (in priority order, by General manager):

Special Interests/Local Accounts: Bob Smith

1. 1. Boston Globe
 Status: Selling an AOL brand deal now
 Project: Include web site in pitch, for complete solution
 Action? Develop proposal draft--Bob Smith
 Bill Dunn to review draft
1. 2. Hachette
 Status: Have magazine areas on AOL; happy partner
 Project: Help them try out the web; extend something on AOL or try something new; potentially Home Plans or Car & Driver reviews?
 Action? Bob Smith to develop creative direction proposal; perhaps involve Kathy R
 Rob Wilen to help pitch AOL's web vision and web site sales effort, working through Bob
0. 3. Rodale
 Status: Some Rodale titles on AOL brand now
 Project: New Health area involving AOL brand, CD, and web
 Action? Rob Wilen/web pitch needed, working through Jack Daggitt
- 3 4. New York Times
 Status: Have an AOL area; content flat but improving
 Project: include web site
 Action? Investigate WAIS activity with NYT--Bill Dunn to investigate
- 3 5. Tribune
 Status: Chicago Trib and Orlando have AOL area
 Project: bring them onto the web; good test site for RMP->HTML tool
 Action: Bring Rob Wilen in for a pitch
- 0 6. SJMNews
 Status: Areas on AOL and the web
 Project: none right now
 Action: beta test for RMP->HTML and vice versa tool, when ready

Personal Finance: Katherine Borsechnik

1. 1. Bank of America
 Status: Selling them on coming onto AOL now; close to contract close
 Project: Should we do ATM-style transactions plus bill paying online through either RMG or HTML/web??
 Action: Katherine to write up the issues; pass to Dunn for review/consideration
2. 2. Business Week/MacGraw Hill
 Status: Business Week area is on AOL; S&P is coming up soon
 Project: Get them on the web (BW is slow-moving; McGHill may be better choice?)
 Action? Katherine to work with them to define their goals and get a creative plan for what they plan to do on the web
 Rob Wilen to help pitch the web concept and Internet plans in general

3. Inc. magazine
 Status: AOL contract is done; AOL area to be built shortly. We know that they are shopping for a web provider now!!!
 Project: Get their web site business
 Action: Katherine to introduce Rob Wilen
- 7 4. Vanguard
 Status: AOL area built; not a brand priority to do web site
 Project: good RMP->HTML site when both sides ready; get them on the web
 Action: None now. Finish brand side construction. pitch Internet offerings to them when they are next here visiting.
- 7 5. Morningstar
 Status: Good smart AOL partner
 Project: Build them a web site
 Action? Katherine to introduce Bill Dunn
3. 6. Investor's Business Daily
 Status: On AOL
 Project: web site; interest unclear
 Action: none

News/Politics: Chris Hill

- 3 1. Reuters
 Status: Providing alot of news content on AOL; good relationship
 WAIS has Reuters contract too
 Project: web site
 Action: Dunn to check on WAIS contract status
 Chris to introduce Dunn/Wilen to Reuters if necessary
2. Congresssional Quarterly |
 3. Newsbytes |-> All expressed interest in web sites
 4. CSPAN | Rob Wilen to get intros from Chris, if
 5. NPR | interest from WebSoft
3. 6. Dow Jones
 Status: working on a deal with AOL brand; has small private web site
 Project: web site
 Action: Hold on web sales now; focus on AOL brand deal
0. 7. Cowles/Simba
 Status: Area on AOL; they want to do surcharged services
 Project: web site
 Issues: they want a solution for how they'll make money; brand thinks they are very difficult partner; don't waste time on them
 Action? Rob Wilen leading web site sales effort now. keeping Chris Hill in the loop

Computing & Software Lyn Cameron

- 0 1. Compaq
 Status: Good AOL brand bundling relationship now; Microsoft threat
 Project: AOL products bundled more completely
 Action: Tom Hardart and Reggie F. working on it.
- 0 2. Gateway
 Status: Developing bundling proposal for them
 Project: get our stuff on their computer
 Action? moving along OK with Hardart and Reggie F. now.
- 1 3. ZiffNet service
 Status: Selling them an AOL area; they have a web site that is a problem for them
 Project: Take over their web site
 Action? Dunn to call David Schnaider at Ziff tomorrow/asap! (Lyn Cam help)
 Lyn Cameron to contact Linda Dozier and get Ziff into Navisoft tools beta
 (ensure that tools are ready for outside use)
 Lyn Cameron to get the Dunn doc on our transactions/billing direction on
 Internet and share with Ziff
- 1 4. IDG/Macworld
 Status: Have an AOL area; interested in Navisoft tools; thinking about Internet
 Project: web site
 Action? Rob Wilen to get Macworld discussion history from David Cole
 Lyn Cam to introduce Rob Wilen to Macworld by phone/move it.
- 0 5. Nintendo
 Status: have an IP contract with AOL brand; building AOL area now.
 also have a small web site
 Project: move web site to AOL; take it Prime Time/bigger!
 Action? Rob Wilen to give big Internet pitch to them; Lyn Cam to coordinate
- 3 6. Intel
 Status: have AOL area; have web site. rumor that they are getting their tools from
 Netscape?
 Project: Ensure that they know about AOL internet/web strategy, as they go forward
 Action? Dunn to check WAIS history with Intel, and Cole's discussions with Intel
- 1 7. IDG/PCWorld:
 Status: have area on AOL and make good money for it.
 Project: increase awareness of AOL web strategy
 Action? Lyn Cam to introduce Rob Wilen; efforts unlikely to pay out, given history
- 0 8. Dell 1-> Both accounts have expressed interest; need to followup
 0 9. USRobotics 1
- 0 - 10. IBM 1 Audrey to bring in Jeff Crigler for chat about directions

Web Site Value Chain Draft

We need to work through the value chain of offering content IPs on the web, and determine what we are offering and what the price will be for various elements.

Creative Development of site

Content Production -- initial
 ongoing

Info Provider Mgmt/Contracts/etc.

Hardware Acquisition

Hardware Maintenance

Network Ops

Customer Support -- connectivity, content/navigation

Billing

Transactions

Proposals:

Emp

McGraw Hill science & tech encyclopedia

RCS

Renters

~~Whitman~~

Philadelphia Inquirer